



## MEMORANDUM

**TO:** Bruce K. Walden, Chief Administrative Officer  
**FROM:** William R. Gray, Public Works Director  
**DATE:** April 7, 2005  
**RE:** Specialty Street Name Signs

### INTRODUCTION

Recently, the City received a request to install specialty street name signs in an area bounded by Florida Avenue, Lincoln Avenue, Race Street and Springfield Avenue from the West Urbana Neighborhood Association (WUNA). Prior to responding to this request, staff felt it important to develop a policy with concurrence from the City Council.

City staff is developing a policy for specialty street name signs (see attached) to accommodate this and any similar requests in the future. Some details addressed in the policy are as follows:

**Traffic Commission review and approval---**The Police Department, Public Works Department and City Council have representatives on the Traffic Commission who would review and approve the design and location of the specialty signs and receive public input regarding the designation of an area with specialty street name signs.

**MUTCD signs standards---**In addition to specifying certain criteria for the design of the signage, the City would use guidelines from the Manual on Uniform Traffic Control Devices (MUTCD) to guarantee that the signage met safety standards established through traffic engineering research. The signage would provide ease and uniformity for motorists using the signs for directions.

**Material costs---**Since the purchase of specialty street name signs would be a cost beyond the City's budgeted standard sign expenditure, the organization would be required to pay for the material cost of the signage. It is suggested that the City would pay for and provide labor and equipment to make certain that the installation and the hardware used for installation met City standards.

**Notification---**The organization requesting the specialty street name signs must receive approval from those property owners in the specialty street name sign area. The organization must submit a petition supporting the request to the City of Urbana bearing the signatures of at least 60% of the property owners before the City would consider the request. If the request goes to the Traffic Commission for review, the organization must notify the property owners in the area of the date of the meeting to allow the property owners an opportunity for public input.

**FISCAL IMPACT**

The City currently has a program to replace street name signs approximately every ten years. If a specialty street name sign request would happen to coincide with a scheduled replacement, the material cost for the City's standard sign would be credited to the material cost of the specialty street name sign. It is recommended that Public Works Department crews install the signs at no cost to the requesting organization.

**RECOMMENDATION**

It is requested that a motion recommending the attached policy and procedure guidelines with any noted changes be approved.

Attachment

**URBANA PUBLIC WORKS DEPARTMENT POLICY & PROCEDURE  
MANUAL**

<b>Section: Office Procedures</b>	<b>Section No:</b>	<b>Page 1 of 2</b>
<b>Subject: Specialty Street Name Signs</b>	<b>Effective:</b> <b>Revised:</b>	

**Scope:**       **Operations Division, Neighborhood Associations, Homeowner Associations, Business Associations**

**Purpose:**       **To provide unique specialty street name signs guidelines for requests from citizens, groups, or associations, the following policy shall be practiced:**

**Policy:**

Specialty street name signs, which identify the official names of City streets, can be requested by recognized neighborhood and homeowner associations, organized pursuant to a subdivision covenant (i.e. WUNA, HEUNA, Eagle Ridge Homeowners' Association); other associations that have adopted written by-laws and have officers elected by its members; or any group recognized by the Urbana City Council, herein after know as "requestor."

Support for the specialty street name sign installation must be in the form of a written petition. Sixty percent or more of the owners of lots within the area (defined as record owners or contract buyers) must sign the petition in support of the installation before the specialty street name signs will be considered. For purposes of this policy, one parcel shall count as one signature. Signers of the petition must own at least 50% of the legal title or be at least one of the joint tenants. For a corporation, the petition must be signed by the president and secretary of the corporation and the petition must state that they are either an owner or contract buyer of the respective property. A copy of the petition that is submitted to the City shall be sent, by the requestor, to all property owners, tenants and residents in the area notifying them of the signage request.

Requests for signage and the sign design will be reviewed and approved by the Urbana Traffic Commission. The requestor shall send the date of the Traffic Commission meeting to all property owners, tenants and residents in the area.

Normally, the area marked by the specialty street name signs must be bound on one or more sides by collector and/or arterial streets. Specialty street name signs shall be placed in the City right-of-way. Areas marked by specialty street name signs shall include both sides of the streets defining the area. The area shall be compact and contiguous and no less than 10 acres in size.

This replaces page \_\_\_\_\_ Section \_\_\_\_\_ dated \_\_\_\_\_.

This is a new page: Approved by \_\_\_\_\_

The cost for the signage shall be as follows:

Labor and equipment	City of Urbana
Materials (signs and special brackets)	Grants and Donations from the Association, Property Owners or Residents

The City will not begin the process for purchasing and installing the signs until all material costs have been paid by the requestor. The requestor and the City will cooperate in the development of the design for the signs.

The sign design shall be consistent with the Manual on Uniform Traffic Control Devices (MUTCD). Specialty street name signs shall be made on extruded rectangular aluminum blank signs. Signs may include a dome or crown at the top of the sign not to exceed 14" radius.

Street name lettering will be at least four (4) inches in height in Highway Series C type style, and will be reflective white on a color background of standard traffic sign reflective green, blue or black background. No other color combination will be permitted.

Standard street designations (Street, Road, Drive, Avenue Boulevard, Court, Lane, Highway) will be abbreviated in 2"-high Highway Series B letters, corresponding with the street name. Non-standard street designations (Alley, Way, etc.) may be spelled out and will be 2"-high Highway Series B letters.

The neighborhood name will be in a font style similar to Bell MT at least 1 ¼ " and no more than 1 ½ " in height. The name will be in all capital (upper case) letters.

The border will be in black with a thickness of four-tenths (.4) of an inch.

Additional logos (symbols) for the City of Urbana may be applied at the discretion of the City and will appear in the appropriate colors for the logos.

After the design is received, the Operations Manager in the Public Works Department or designee will determine the number of street name signs to be purchased and determine the material costs. The City may contribute to the material costs of the specialty street name signs if the existing standard signs are scheduled for replacement and their replacement is budgeted per the City street name sign replacement program. Additional replacement specialty street name signs will be purchased as part of the materials.

The City shall be responsible for long-term maintenance of the signs.

This replaces page \_\_\_\_\_ Section \_\_\_\_\_ dated \_\_\_\_\_.

This is a new page: Approved by \_\_\_\_\_